

Red Devil Tools.



ESTABLISHED
1872

P. O. BOX 355, UNION, NEW JERSEY, U. S. A.

February 1958

This is News!

You've just opened a package containing one of the biggest developments in hand tool history - Dragon-Skin "Steel Sandpaper."

It sands, rasps, shapes and smooths. It won't clog.

Its appeal is so great that Popular Science is running the enclosed feature article on Dragon-Skin in their new issue!

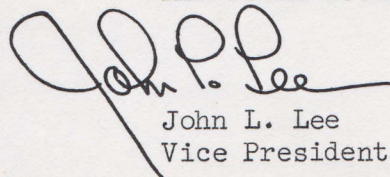
That's why we've sent you this advance sample. We want you, as a major retailer, to know about new Dragon-Skin. Handle it. Test it out. See for yourself what Dragon-Skin can do, in the workshop and in sales!

And, speaking of sales, be sure to check the accompanying catalog page. You'll get full details on Dragon-Skin pricing and packaging - and how to get the most out of Red Devil's compact, attractive Dragon-Skin display set-ups.

The Popular Science article will break into print about a week from now. That's when your customers will start reading the news about Dragon-Skin. To make it easy for you to be ready when they start asking for it, we've provided an order card. Mail the card to your Red Devil jobber, now!

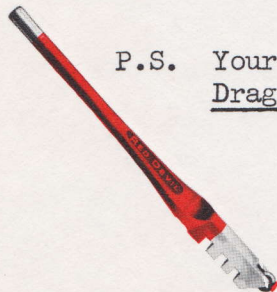
Sincerely,

RED DEVIL TOOLS



John L. Lee
Vice President, Sales

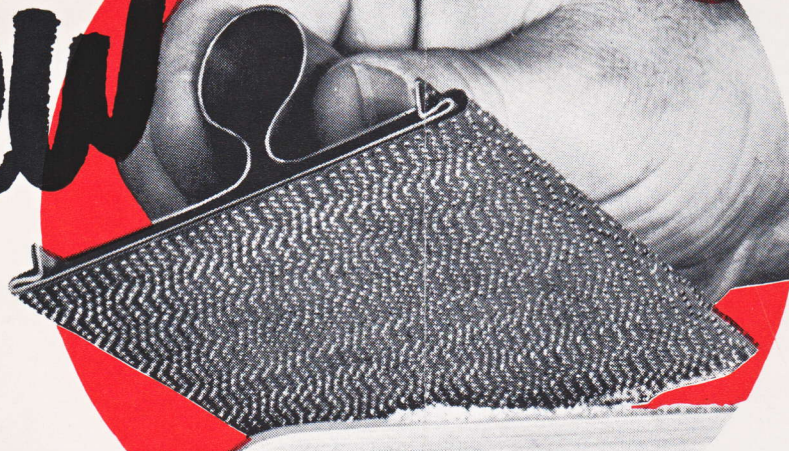
P.S. Your opinion counts with us. We'd like to know what you think of Dragon-Skin. Won't you let us know, soon?



"IT'S ALL IN THE WHEEL"

GLASS CUTTERS • DIAMOND POINTS AND DRIVERS • TRIANGLE POINTS • WOOD SCRAPERS • HOOK AND BIG HAND SCRAPERS • SANDPAPER HOLDERS • RAZOR BLADE SCRAPERS • PUTTY KNIVES • WALL SCRAPERS • LINOLEUM KNIVES • UTILITY KNIVES • PAPERHANGERS CUTLERY • CARBIDE GLASS DRILLS • GLASS PLIERS • GRADY AXE AND HAMMER WEDGES • ELECTRIC PAINT MIXERS • ELECTRIC FLOOR EDGERS • ELECTRIC FLOOR POLISHERS • REDI-VACS • ELECTRIC PAINT CONDITIONERS • ELECTRIC FLOOR SANDERS

new



75¢ TOOL

Sands, Rasps, Shapes

it's

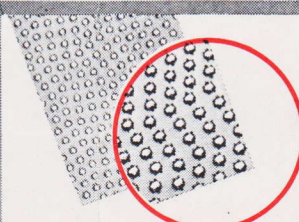
Dragon-Skin

STEEL SANDPAPER

PAT. NO. 2820281

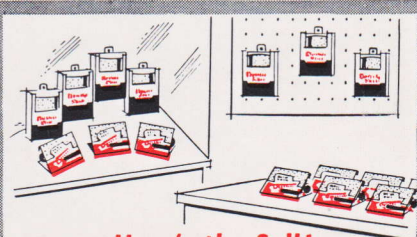
Here, at impulse-buy price, is a new and better way to shape and smooth hard and soft woods, plastics, and soft metals. Cuts far more rapidly and easily than abrasive paper of equivalent grit, scratches less, and absolutely will not clog. Snap-in replacement sheets sell for 25¢, and can also be used wrapped around dowel, on wood block, or in bare hands.

**It's the
hottest turnover item in years.
Don't miss a single sale.
Phone your jobber now!**



Here's the Secret!

150 holes per square inch form thousands of tiny steel cutters that c-a-r-v-e their way into surfaces.



Here's the Sell!

For extra sales, remove several units from display box, stand them on counter or in window, hang them on peg-board, or sell them from bins.

Here's the Payoff! Three Assortments

	Your Cost	Your Selling Price	Your Profit	
A21 Counter Merchandiser—½ doz. Red Devil 9S Holders each with 1 sheet of Dragon-Skin plus ½ doz. individually boxed sheets Dragon-Skin—No. DS1. Weight: 3 lbs., 8 oz.	\$3.60	\$6.00	\$2.40	40%
No. 9S—Display box of 1 dozen Red Devil 9S Holders each with 1 sheet Dragon-Skin. Weight: 5 lbs., 13 oz.	\$5.40	\$9.00	\$3.60	40%
DS1—Display box of 1 dozen individually boxed sheets Dragon-Skin—No. DS1. Weight: 1 lb., 6 oz.	\$1.80	\$3.00	\$1.20	40%

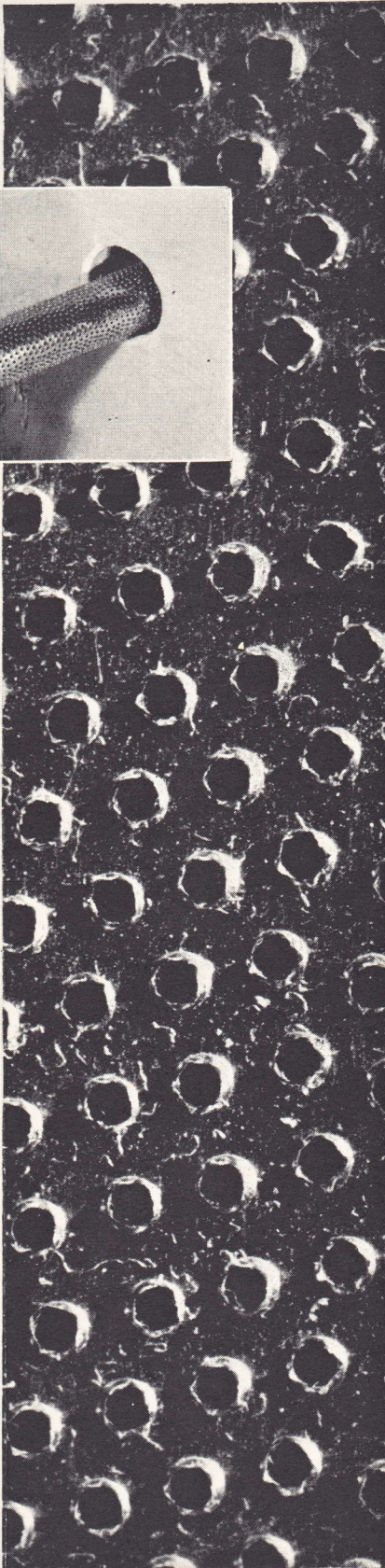
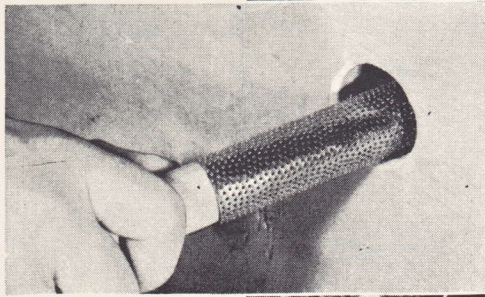
Red Devil Tools.

UNION, N. J., U. S. A.

World's largest manufacturer of painters' and glaziers' tools—Since 1872.

for the home shop

Watch at hardware stores for **non-clogging steel "sandpaper,"** the latest of several recent new abrasives. Said to work three to four times faster than ordinary sandpaper and last many times longer, it gets its cutting action from thousands of tiny punched holes (shown enlarged about seven times at right), which can't clog because shavings pass through. Made by Red Devil, it comes in small 4"-by-5" sheets to fit their regular sandpaper holder or for separate use on blocks and dowels. Larger sheets for orbital sanders are planned for later this year. Grit size, roughly equal to medium sandpaper, may also be made in coarser and finer grades.



If you have trouble remembering how many quintals to a pound, there's a **free wall chart of conversion factors** that will tell you. It's available from Precision Equipment Co., 4401 N. Ravenswood Ave., Chicago, and includes comparisons with weight and measuring equivalents . . . A new **trigger control** on Turner's propane soldering torch automatically reduces the flame to a low idle between uses, so you save fuel without resetting the main feed valve each time. For reheat soldering irons, there's a **copper-alloy solder** that prevents absorption of the iron's copper tip because the solder itself contains copper. Introduced from England by British Industries, it's said to make irons last 10 times longer than when used with conventional solder. . . . Belsay is pioneering **non-clogging sandpaper** that resists rough stock up to 1/4" thick, right to any width, placed on a cabinet finish and holds its gritty surface for years—all in a single pass. Price: under \$100.

IT'S **Red Devil**
Dragon-Skin
as featured in
POPULAR SCIENCE

You can cut clear through a house wall with the **extra-long-reach blade** on Porter-Cable's reciprocating electric saw below. It stabs its own starting hole and saws to a remarkable depth of 11 1/8". Other blades cut scrolls, pipe, sheet metal and many other materials. The rugged, 3 1/2-amp tool sells for about \$100.

